



COMMUNITY DEVELOPMENT
PLANNING DIVISION
301 W. CHESTNUT
planning@rogersar.gov
(479) 621-1186

MEETING DATE
FEB. 19 2020

TO: HISTORIC DISTRICT COMMISSION

RE: **STAFF SUMMARY REPORT**
CERTIFICATE OF APPROPRIATENESS – DAISY AIRGUN MUSEUM

STAFF: ETHAN HUNTER, CITY PLANNER

REQUEST DETAILS

ADDRESS/LOCATION:	202 W. Walnut Street
APPLICANT/REPRESENTATIVE:	Daisy Airgun Museum / Joe Murfin
PROPERTY OWNER:	D&R Hobbs Properties LLC
COA SCOPE OF WORK:	Category II
NATURE OF REQUEST:	Approval of Certificate of Appropriateness
RELEVANT DESIGN GUIDELINES:	6.25; 6.31
AUTHORITY:	Ch. 24, Rogers Code of Ordinances

SUMMARY

This request is to allow the installation of a 25' tall scale replica of a Daisy Red Ryder BB gun on the east side of the subject building.

In addition to Historic District Commission approval, the applicant must also obtain approval from the Planning Commission. The Legal Department is currently determining the appropriate legal mechanism to allow the sign/structure to occupy public right-of-way (sidewalk), which would be ultimately approved by the Transportation Committee of City Council.

Community Development recommends consideration of this request as presented.

STAFF REVIEW

1. HISTORIC DISTRICT COMMISSION CONSIDERATIONS PER SEC. 24-6(d):

- a) The Rogers Commercial Historic District design guidelines;
- b) Applicable state law;
- c) The considerations listed under section 24-1 of the Code of Ordinances;
- d) The architectural or historic value or significance of a building and its relationship to the surrounding area;
- e) The general compatibility of proposed changes with the surrounding area;
- f) If the proposed work is new construction or an addition to an existing building, whether it is compatible with the existing neighborhood and area of influence
- g) If the proposed work is an addition to an existing building or structure, whether it complements the design of the existing building or structure;
- h) The general compatibility of the proposed changes with the existing building or structure, including without limitation the following factors considered in relation to the building's area of influence: siting; height; proportion; rhythm; roof area; entrance area; wall areas; detailing; facade; scale; massing;
- i) Whether restoration, rehabilitation, renovation, preservation, alteration, construction, moving or demolition of buildings, structures, or appurtenant fixtures involved will be appropriate to the preservation of the historic district;
- j) If the proposed work is a contemporary design, whether it respects and relates to the special character of the district;
- k) Any other factor relevant to maintaining the historical integrity of the historic district.

2. ARCHITECTURAL BACKGROUND:

The subject building, historically known as the Juhre Building, was built in the early 1880s in the 19th Century Commercial vernacular style. Key characteristics of this style include cast-iron supported storefronts, large display windows, transom lights, bulkhead, recessed entry, double doors, tall second story windows, and cornice.

3. COMPATIBILITY WITH DESIGN GUIDELINES:

- a) 6.25 (Signage): The subject request does not explicitly violate these guidelines, but presents unique considerations. The commission should take note of 6.25(E) which says "signs, regardless of placement, should not be so large as to detract from the architectural integrity of the structure."
- b) 6.31 (Walls): The subject request does not explicitly violate these guidelines. The commission should take note of 6.31(G) which says "do not cover or obscure original façade materials. Covering of an original façade not only conceals interesting details, but also interrupts the visual continuity along the street..."

4. PUBLIC INPUT RECEIVED:

Staff has not received supporting or opposing comments to date.

5. RECOMMENDATIONS:

- a) Consider request as presented.



ETHAN HUNTER, City Planner
Planning Division

SUGGESTED MOTIONS

1. *IF APPROVING AS PRESENTED:*
Move to approve as presented the request by Daisy Airgun Museum for a Certificate of Appropriateness at the subject location.
2. *IF APPROVING SUBJECT TO OTHER ACTIONS:*
Move to approve the request by Daisy Airgun Museum for a Certificate of Appropriateness at the subject location subject to [conditions or contingencies].
3. *IF DENYING:*
Move to deny the request as presented.
4. *IF TABLING:*
Move to table the request [indefinite or date certain].

TABS

1. Vicinity map (aerial)
2. COA application with supplements

TAB 1

AERIAL VICINITY MAP





DEPT. OF COMMUNITY DEVELOPMENT
PLANNING DIVISION
301 W. CHESTNUT
PHONE: (479) 621-1186
FAX: (479) 986-6896

OFFICE USE ONLY

Fee: \$100 (\$100)
COA Number: 20-01
CityView Number: PL202000079
Date Issued: 01/29/2020

CERTIFICATE OF APPROPRIATENESS
Sec. 24-5

Please see **Appendix A** of this application to determine the appropriate category based on the proposed scope of work. Additional information may be found in the Rogers Commercial Historic District Design Guidelines document. Please see **Appendix B** for required supplemental materials. This project is:

Category I _____

Category II X

Category III _____

APPLICANT INFORMATION

Applicant Name: Daisy Airgun Museum Address: 202 W. Walnut Rogers, AR
Joe Murrfin, chairman
Phone: 479. 236. 7656 Email: jmurrfin@daisy-museum.com

Property Owner (if not applicant): D+R Hobbs Properties LLC Address: 202 W. Walnut
Phone: 479. 236. 1870 Email: 27682hobbs@gmail.com

Architect/Engineer/Contractor: Elemore (Garage Graphics + Visuals) Address: 2503 N. Veergard Ave
Springfield, MO 65803
Phone: 417 831-7570 Email: info@elemore.com
Bonnie Crony

PROPERTY INFORMATIONHistoric name of property: Charles Juhre Bldg.
(J.W. Ford Grocery)Address: 202 W. Walnut Lot #: _____ Block #: _____**BUILDING DATA**YEAR BUILT: 1894CONSTRUCTION TYPE: Wood _____ Brick X Stone _____ Other _____

ORIGINAL USE:

_____ Single-family residential
_____ Multi-family residential
_____ Hotel/boardings
_____ Office
X Commercial/retail

_____ Industrial
_____ Vacant
_____ Mixed-use
_____ Other

BRIEF HISTORY AND DESCRIPTION OF PROPERTY:

• Built 1894 for Rogers Grocery Co. + in 1900 JW Ford Grocery/Feed.
• 1918 McGill's Drug • 1925 Corner Drug/Applegate/Petway
• Retail outlets
• Since 2004: Daisy Museum

PROPOSED SCOPE OF WORK:

Create and install a 25' tall replica of an iconic Daisy Red Ryder BB gun to enhance visual interest and anchor the historic downtown. In recognition of our City's historic relationship (since 1958) with the Daisy brand. Create a "photo op" for Museum and City. (see Elemore info, attached.)
(Specs attached.)

APPLICATION SUBMISSION

Certificates of Appropriateness are effective immediately upon issuance. Work approved must begin within twelve (12) months of approval. If the Certificate of Appropriateness expires, your project must be resubmitted for approval. Any work done outside the scope of the Certificate of Appropriateness renders it null and void.

ANY WORK APPROVED BY THE HISTORIC DISTRICT COMMISSION IS SUBJECT TO ADDITIONAL CITY PERMITS SUCH AS SIGN AND BUILDING PERMITS.

I hereby certify I am the owner, agent of the owner, or other person in control of the property and that the information given herein, and as shown on the application and Certificate of Appropriateness, is true and that I am authorized to obtain this Certificate of Appropriateness. I understand that if the construction and/or installation for which this Certificate of Appropriateness is issued is contrary to the requirements of city codes or regulations, violations must be corrected. Approval by the Historic District Commission does not excuse the applicant, owner, or agent from compliance with any other applicable codes, ordinances, or policies of the City of Rogers.

J. C. Murphy, Chairman Daisy Museum *1/29/2020*
SIGNATURE OF APPLICANT DATE

RAY HOBBS *1-29-2020*
SIGNATURE OF PROPERTY OWNER DATE

HISTORIC DISTRICT COMMISSION USE ONLY

This project is: Category I _____ Category II _____ Category III _____

This COA is: Approved _____ Approved with conditions _____ Denied _____

Reasons for approval, conditions, or denial: _____

SECRETARY, HISTORIC DISTRICT COMMISSION DATE

DEPARTMENT OF COMMUNITY DEVELOPMENT OFFICIAL DATE





Red lines indicate approximate one-foot increments.

MEMO TO: John McCurdy, Director of Community Development, City of Rogers, Arkansas

FROM: Joe C. Murfin, Chairman, Daisy Airgun Museum,
jmurfin@daisymuseum.com 479-236-7656

RE: Proposal to create and install a large-scale Daisy Red Ryder BB gun sculpture

SUMMARY OF INTENT: The Daisy Airgun Museum, a 501(c) (3) corporation, wishes to create and install a twenty-five foot tall (approximate size) sculpture of a Daisy Red Ryder BB gun, securely anchored at the top of the D & R Hobbs building (which the museum currently occupies, at 202 West Walnut.) with the base (butt of the stock) siting on/anchored to the sidewalk immediately adjacent to the building. The intent of the sculpture is to create a photo-opportunity for visitors to our city.

PROPOSED LOCATION: The sculpture would stand upright, closely paralleling the east wall of the building, centered at 349 inches from the front of the building, as shown, approximately, in the attached mock-up image. Due to the shape of the stock of the sculpture, the base of the sculpture would extend approximately five feet from the building. Until exact scale is established, we would request a variance to occupy an area extending no more than six feet from the east side of the building.

ADA COMPLIANCE: We are aware that a 36" sidewalk width requirement exists to make sure sidewalks are accessible for use by wheelchair-bound individuals. The width of the existing sidewalk, from the building to the curb, at the location of the proposed sculpture installation, is 114.5 inches. Assuming the sculpture protrudes 72" from the building at the base, 42.5" of useable sidewalk (plus a 6" wide curb) will be accessible. Likely the sculpture will protrude 60" and 54.4" of sidewalk will be clearly accessible.

SCOPE OF WORK: A letter and resume from fabricator Elemoose is attached. The sculpture would be comprised of a hard composite shell, be foam-filled, with a full-length aluminum pipe inside which would sit on a steel pin and base. The base of the sculpture will be weighted inside (with Daisy BBs). Details regarding anchoring the sculpture to the building and to the sidewalk are pending Elemoose's site evaluation. Local construction companies will be approached to provide in-kind services.

ADDITIONAL FEATURES: As is possible, we propose to install cameras for security and ground-flush floodlights in the surrounding concrete for visibility and security. The details of these features are pending site evaluation.

Attachments: Elemoose (fabricator) scope of work and resume.

Mock-up illustration of sculpture indicating size and location.



PROPOSED SCOPE OF WORK
December 12, 2019

25'h Daisy Red Ryder Replica

Location: 202 W. Walnut St. Rogers, AR 72756

The 25'h Red Ryder replica will have an internal 3003 aluminum structure with sculpted Styrofoam pieces to add dimension and detail. The foam will be coated with an epoxy/urethane to allow for exterior use and be painted to customer specifications.

The Red Ryder replica will be anchored near the top of the historic building located at 202 W. Walnut St using expansion anchors. The stock of the gun will have a mounting plate that will sit on a square of concrete no more than 5'x5'.

As of this date this project has not been reviewed by a structural engineer. Attachment methods are subject to change after review by engineer and after site inspection has been completed.



OUR BACKGROUND: What started in a garage over 20 years ago has grown into a 150,000-sq. ft. facility full of state of the art equipment, artists, craftsmen and skilled technicians who are ready to transform the unthinkable into reality. Our abilities to design interpret, fabricate and install high-quality products have earned us extraordinary clients throughout the world.

OUR KEY PROJECTS:

Memphis Pyramid: Interior / Exterior Signage package including the Massive exterior signs measuring 130'w x 42't and 115'w x 78't installed on a sloped surface 150' off the ground. Total project value of \$3.11M

Legends of Golf: Signage and architectural elements for two courses as well as event signage, tee box markers and more. \$1.175M in product and service packed into a 60 day turnaround.

North Atlantic Right Whale: Fabrication of a 45' whale modeled from a living whale that had been observed for a number of years. This recreation now hangs in the Smithsonian National Museum of Natural History.

Ameristar Casino Package: Interior / Exterior Signage including a street scape themed interior walkway as well as a helicopter installed exterior marquee sign. Total project value \$1.9M

Plants vs. Zombies: Interior / Exterior Props, signage, stage elements and the production of the ride bodies. Ride Bodies built to ASTM Specs. Total project value \$546K - 12 week from design to install

OUR REFERENCES:

Bass Pro Shops (Client)
Tom Jowett
(417) 873-5000

Herschend Family Entertainment
Lara McKay
lmckay@hfecorp.com

Midwest Sign
Carey Baskin - 417-860-1096
(Acct. #5382650)

Grimco, Inc.
Twila Cochran - 800-542-9941
(Acct. #1958370)

Allied Plastic Supply
Joe Wolf - 816-920-5026
(Cust. # GARGRA03)

OUR MISSION: Elemoose is a haven for designers, thinkers, and dreamers alike, offering a place for skilled and artistic individuals to create work that satisfies his/her niche. We are committed to bringing to life a wide range of ideas and designs by melding artistic talent and advanced technology to produce the highest quality, most innovative products one can imagine.



ELEMOOSE

2503 N. Neergard Ave.
Springfield, MO 65803

PREQUALIFICATION RESUME

OUR VISION: We are striving to be the best in bringing dreams and visions of all sizes to life through fabricated excellence.

OUR COMPANY: Garage Graphics & Visuals, Inc. DBA Elemoose

Business Established: 1992

Type of Business: S Corporation

Incorporated State and Date: Missouri April 1996

Billing/Shipping Address: 2503 N. Neergard Ave Springfield, Mo 65803

Phone Number: 417-831-7570

Federal I.D. # 43-1743029

Mo Sales Tax I.D. #16054512

Mo Unemployment # 767748-0-077-3993

Sic Code: 339950

MO Contractor's License # Bus99-00219

OUR TEAM

Owner: Steve Tindle

Controller: Mindy Teeter

Estimator: Bonnie Croney

Operations: Chad Baker

Project Management: Joy Frazier

OUR CLIENTS: Disney, Bass Pro Shops, Cedar Fair, Dollywood, Ameristar Casinos, Herschend Family Entertainment, Paragon 360, Enteraction Partners, Six Flags, Alterface, America's Wildlife Museum & Aquarium, Titanic, Astute Medical, University of California, Tyson Food Service, Missouri S&T University

OUR SERVICES: Design Assist / Design Interpret, 3D Scanning & Routing, Deep Draw Vacuum Forming, Electrical, Routing and Laser Cutting, Molding & Casting, Metal & Wood Fabrication, Foam Fabrication, Digital Printing & Laser Engraving, Specialty Finishes

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